

antonio puig case study:

mindstorm april 2007



CAROLINA HERRERA USES THE IBAR™ TO SHOWCASE NEW BRAND RANGE

Carolina Herrera's 212 Splash brand recently created a new brand and packaging for a European re-launch. As a part of this Antonio Puig the company behind the brand decided to bring all its dealers together for a conference. The iBar™ was showcased as a Point of Sale innovation that could help drive the brand recognition and generate buzz in an extremely crowded market.

The iBar™ will now be used as a part of a series of rolling "pop-up" retail experiences where consumers will be invited into temporary stores to become completely immersed in the brand. Both the iBar™ and the iWall™ will be part of the experience.

A series of special applications including games that use the innovative bottles are being developed.

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